UNC KENAN-FLAGLER BUSINESS SCHOOL

BRANDING GUIDE

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TABLE OF CONTENTS

1. INTRODUCTION

2. BRAND POSITIONING

2.1 Messaging platform

2.2 Rationale

3. DESIGN

3.1 School/unit/department logos
- 3.1a Logo
- 3.1b Use and restrictions
- 3.1c Approved unit/department logos

3.2 Color palettes
- 3.2a Digital
- 3.2b Print
- 3.2c Digital accessibility

3.3 Typography
- 3.3a Franklin Gothic URW digital
- 3.3b Franklin Gothic URW print

3.4 Photography
- 3.4a Overview
- 3.4b Guidelines and best practices
- 3.4c Posing inspiration
- 3.4d Location inspiration
- 3.4e Pitfalls to avoid
- 3.4f Finding a photographer

3.5 Video style guide
- 3.5a Best practices
- 3.5b Video graphics standards

3.6 Graphic design
- 3.6a Overview
- 3.6b Design examples

4. CONTENT

4.1 Editorial standards and style

4.2 Social media

Brand resources

1. INTRODUCTION

What is a brand? It's more than just a logo. A brand is a perception of you by your audience.

It's what students, potential students, employees and outside observers think, feel and respond to when they hear our name. By creating a strong and versatile brand, we continue to shape the way people think and feel about UNC Kenan-Flagler for the better. Though our brand is still recognizable as living within the overarching UNC brand, it features distinct elements that make it uniquely UNC Kenan-Flagler.

This guide provides a resource for implementation of our brand for designers and developers working in both digital and print applications.

It also includes our editorial style and social media guidelines for our content creators.

Following these guidelines will maintain consistency and recognition of our brand, thereby amplifying our voice.

2.1 MESSAGING PLATFORM

BUSINESS FOR LIFE.

When you join UNC Kenan-Flagler, you'll become part of a community driven to succeed. A community that collaborates, innovates and inspires. A community dedicated to making a difference in the lives of those around us, close to home and around the world.

From day one, you'll learn from engaging faculty conducting world-class, academically rigorous research. You'll work with a diverse group of peers who will become lifelong friends and colleagues. And you'll pursue unique experiences and learning opportunities where you'll gain the skills, knowledge and confiden e to thrive in the business world.

When you're part of the UNC Kenan-Flagler community, there is no expiration date on your success. No matter where your career takes you, your impact will be felt — next month, next year and for decades to come.

YOU'LL KEEP LEARNING.

And you'll keep growing. Your UNC Kenan-Flagler experience travels with you, offering numerous opportunities to continue your education throughout your career.

YOU'LL STAY RELEVANT.

You'll learn in-demand skills, build concrete knowledge and engage in rich experiences that prepare you to tackle today's real-world business challenges — and tomorrow's.

YOU'LL MAKE CONNECTIONS.

Across the street and around the world – at every level and in every industry – you'll meet fellow alumni ready to share insights from their journeys and help you chart your own.

YOU'LL JOIN A FAMILY LIKE NO OTHER.

You'll become part of a collaborative, supportive culture only Carolina can offer. Tar Heels work together, with a confiden e that brings out our best — and the best in others.

2.2 RATIONALE

The brand positioning/messaging platform was built upon the following rationale:

> "**BUSINESS FOR LIFE**" represents two important concepts. First, "for life" represents the concept of longevity and the notion that the benefi s of a UNC Kenan-Flagler education last far beyond the final ay in the classroom or fi st day on the job. Second, "for life" represents the positive impact that the UNC Kenan-Flagler community make on the world around them, not only as business leaders but as volunteers, as parents and as mentors.

The four supporting points -- **You'll keep learning, You'll stay relevant, You'll make connections** and **You'll join a family like no other** -- provide key reasons to believe our positioning.

- **Longevity**: Opportunities for our students to continue learning -- formally and informally -- throughout their careers.
- **Relevance**: A continuously updated curriculum taught by world-class researchers and industry-leading practitioners.
- **Networking**: Vast numbers of UNC Kenan-Flagler and UNC alumni around the world are always ready to lend support.
- **Collaboration**: The Carolina Way is also the UNC Kenan-Flagler way. Tar Heels bring out the best in each other and those around them.

3.1 SCHOOL/UNIT/DEPARTMENT LOGOS

3.1a Logo

3.1b Use and restrictions

3.1c Approved unit/department logos

3.1a LOGO

The UNC Kenan-Flagler Business School logo (or, where appropriate, an official unit or department logo) is essential to our visual identity and should be used on all communications materials. Using logos consistently will enhance the world's recognition of who we are.

Each logo is available in a horizontal and a vertical format and should be reproduced from high-resolutiondigital artwork. When using the UNC Kenan-Flagler logo, or a unit/departmental logo, you do not need to include the main University of North Carolina at Chapel Hill logo; however, the University's full name must appear elsewhere on the publication.

PRIMARY

The Primary logo (which includes "Business School") is suitable for all uses.

Horizontal

Vertical

THE LOGOS ARE AVAILABLE IN THE FOLLOWING COLOR FORMATS

black

white

1c cmyk/1c pms

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

One-half of the Old Well makes up the clearance requirement for both logo variations. Leaving space around the logo allows it to breathe, and helps to maintain its integrity. The area around the logo is known as "clear space." Clear space must remain free from copy and other elements to ensure that the logo is not obscured.

3.1b LOGO USE AND RESTRICTIONS

USAGE

- As the primary graphic identity for the University, the formal logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.

IMPROPER LOGO TREATMENT

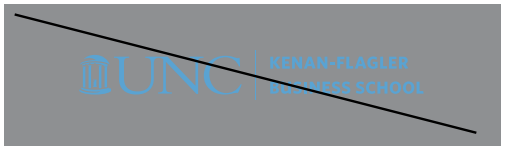
- Do not configu e the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identifi ation to the logo or attempt to create your own unit or department logo.
- Do not duplicate any part of the logo to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround the logo with other competing shapes.

COLOR AND RESTRICTIONS

- Do not change any colors of the logo.
- Do not screen any of the logo colors.
- Do not print the logo in black over a dark background.
- Do not print the reversed (white) logo onto a light or white background.
- Do not place the logo over a heavily patterned background.

LOGO USE AND PROPER BACKGROUND COLOR CONTRAST

Unacceptable background contrast



Blue logo on a dark gray background.

Blue or white logo on a light gray background.

Blue logo on a yellow background.

3.1c APPROVED UNIT AND DEPARTMENT LOGOS

3.2 COLOR PALETTES

3.2a Digital color palette

3.2b Print color palette

3.2c Digital accessibility

3.2a DIGITAL COLOR PALETTE

The UNC Kenan-Flagler website and digital media employ a slim color palette dominated by Carolina Blue, Athletics Navy and neutrals. Alert Yellow is used sparingly for alert banners and CTAs.

These colors can be variously used for text and backgrounds as described in section 3.2c, Accessibility.

PRIMARY

Carolina Blue
HEX #4B9CD3
RGB 75/156/211

White
HEX #FFFFFF
RGB 255/255/255

SECONDARY

Alert Yellow is used very sparingly for website alert banners and some call-to-action buttons.

Alert Yellow
HEX #FAE100
RGB 250/225/0

Small Text & Links
HEX #3B7CA7
RGB 59/124/167

Navy
HEX #13294B
RGB 19/41/75

Black
HEX #151515
RGB 21/21/21

Medium Gray
HEX #E1E1E1
RGB 225/225/225

Light Gray
HEX #F7F7F7
RGB 247/247/247

3.2b PRINT COLOR PALETTE

The official color of he University is Carolina Blue. Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity.
A majority of Carolina Blue should appear in all print and web materials produced for UNC Kenan-Flagler Business School. Athletics Navy may be used in conjunction with Carolina Blue, but Carolina Blue should remain the dominant color.

PRIMARY

Carolina Blue
PMS 542
CMYK 60/19/1/4

White
CMYK 0/0/0/0
RGB 255/255/255

SECONDARY

Medium Blue
CMYK 79/44/18/1

Navy
PMS 2767
CMYK 100/90/10/77

Alert Yellow
CMYK 4/6/100/0

Note: Alert Yellow is used very sparingly in call-to-action blocks.

Black
PMS Black 3
CMYK 74/52/71/90

Medium Gray
CMYK 0/0/0/40

Light Gray
CMYK 0/0/0/10

3.2c DIGITAL ACCESSIBILITY

Web Content Accessibility Guidelines (WCAG) 2AA accessibility compliance requires a minimum contrast ratio of 4.5:1 between text and background.

- "Carolina Blue" (#4B9CD3) backgrounds support black text at all sizes, and white text that is larger than 18pt (24px). For blue text smaller than 18pt, use "Small Text Blue"(#3B7CA7) on white backgrounds.
- "Carolina Blue" text that is 18pt or larger is accessible on white and black backgrounds.
- **DO** Use Black for text over Light and "Medium Gray" (#E1E1E1) and White backgrounds.
- **DO** Use "Medium Gray" and White for text over Black backgrounds.
- **DO** Use Black at all sizes for text over Yellow alert banners.
- **DO NOT** use shades of Gray for text over "Carolina Blue".
- **DO NOT** use Light Gray for text. "Light Gray" (#F7F7F7) should be reserved for backgrounds only.

UNC Kenan-Flagler uses commonlook.com for all accessibility and remediation needs.

Acceptable Usage	Unacceptable Usage
Black is accessible. **18pt (24px) White is accessible.**	Dark Gray is not accessible.
Small Text Blue is accessible. **18pt (24px) Blue is accessible.** **Black is accessible.** Dark Gray is accessible.	Light Gray is not accessible.
Black is accessible	Blue is not accessible. White is not accessible.
Black is accessible	Blue is not accessible. Grays are not accessible.
Blue is accessible. **White is accessible.** **Med. Gray is accessible.**	Dark Gray is not accessible. **Small Text Blue is not accessible.**

3.3 TYPOGRAPHY

3.3a Franklin Gothic URW digital

3.3b Franklin Gothic URW print

3.3a FRANKLIN GOTHIC URW - DIGITAL

Franklin Gothic URW is the primary typeface used across kenan-fl gler.unc.edu. A summary of weights and styles that are used is shown to the right.

- Page title is always set to FranklinGothic Extra Compressed Demi set to all caps (700).
- Sub-headings are set to Franklin Gothic Demi (700).
- Franklin Gothic Medium is used where bold body text is desired (500).
- Body copy is always set to Franklin Gothic Book (400).
- A link to this font is provided on page 44. It is available to all who use the Adobe Suite and have access to the UNC Adobe enterprise account.

FRANKLIN GOTHIC URW EXTRA COMPRESSED DEMI CAPS

Franklin Gothic URW Condensed Demi

Franklin Gothic URW Condensed Demi italic

Franklin Gothic URW Condensed Medium

Franklin Gothic URW Condensed Medium italic

Franklin Gothic URW Condensed Book

Franklin Gothic URW Condensed Book italic

Franklin Gothic URW Demi

Franklin Gothic URW Demi italic

Franklin Gothic URW Medium

Franklin Gothic URW Medium italic

Franklin Gothic URW Book

Franklin Gothic URW Book italic

Franklin Gothic URW Light

Franklin Gothic URW Light italic

3.3b FRANKLIN GOTHIC URW - PRINT

Franklin Gothic URW is the primary typeface used across UNC Kenan-Flagler print and advertising. A summary of weights and styles that are used is shown to the right. FranklinGothic URW is a softened, humanized sans serif. Its imperfect edges and quirky nature make it great for almost any application. It works well for both body copy and in larger headline sizes.

- A link to this font is provided on page 44. It is available to all who use the Adobe Suite and have access to the UNC Adobe enterprise account.

FRANKLIN GOTHIC URW EXTRA COMPRESSED DEMI CAPS

Franklin Gothic URW Condensed Demi

Franklin Gothic URW Condensed Demi italic

Franklin Gothic URW Condensed Medium

Franklin Gothic URW Condensed Medium italic

Franklin Gothic URW Condensed Book

Franklin Gothic URW Condensed Book italic

Franklin Gothic URW Demi

Franklin Gothic URW Demi italic

Franklin Gothic URW Medium

Franklin Gothic URW Medium italic

Franklin Gothic URW Book

Franklin Gothic URW Book italic

Franklin Gothic URW Light

Franklin Gothic URW Light italic

3.4 PHOTOGRAPHY

3.4a Overview

3.4b Guidelines and best practices

3.4c Posing inspiration

3.4d Location inspiration

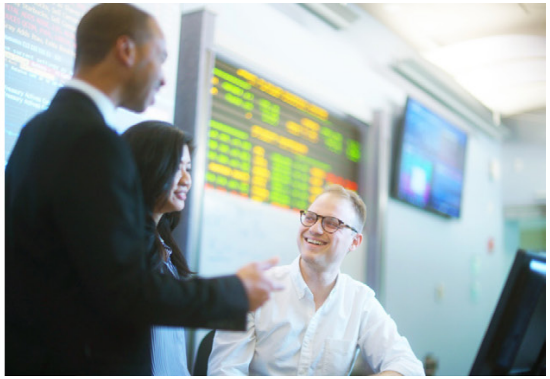
3.4e Pitfalls to avoid

3.4f Finding a photographer

3.4a OVERVIEW

Quality photography has the power to create an emotional attachment with the viewer and convey our school's brand and key messages. UNC Kenan-Flagler photography at it's best refle ts our core values, diverse community and energy. In this document you'll find esources for creating your best photos – from findi g a photographer, to photo release forms and how to's.

Our photography style should refle t the beauty of the people, experiences and places that make UNC Kenan-Flagler such a special community. Photos should feel authentic and real (as opposed to staged and manipulated) and showcase our warm, vibrant community — from portraits conveying leadership to collaborative group shots embodying our core values to dynamic scenic shots of Chapel Hill or wherever their studies or careers take our students and graduates.



3.4b GUIDELINES AND BEST PRACTICES

UNC KENAN-FLAGLER PHOTO LIBRARY GUIDELINES

The UNC Kenan-Flagler Flickr includes approved photos for public use. Use the search function within the platform or the quick links below for access to popular image collections.

When using photos in mass communication, news outlets or social media, please attribute photo credit to "UNC Kenan-Flagler Business School." For copyright information about rights to use photos (in a published book, ad, etc.), contact marcom@kenan-fl gler.unc.edu.

- Zoom backgrounds
- Campus and student scenes

Stock photos

In the event that a UNC Kenan-Flagler photo does not meet your project need, email marcom@kenan-fl gler.unc.edu for stock photo recommendations.

Photo specs and sizing

Use this Hootsuite social media size guide to determine resolution and cropping for your social posts.

Components of a good photo

When planning a photo shoot, use information below to coordinate a shot list (a checklist of every photo you want to capture), then share the tips below with your photographer to ensure you showcase the best of your subject.

- Strategize in advance how and where you will use these photos.
  - Will you use them on a website, in printed materials or in presentations?
  - Will you need a wide, hi-resolution version for your website banner?
  - How many orientations (horizontal or vertical) will you need?
- Choose a setting/location based on the quality and availability of natural light as well as its signifi ance or the meaning you want to convey. Involve your photographer in selecting the location.
- Avoid heavily posed photos.
- Make photos action-oriented and interactive. Whether posed or candid, show the energy of an event or individual.
- Ask participants to avoid prominently showing/wearing other brands (large logos, alternate schools, etc. on t-shirts, hats, desks). Instead, creatively include UNC-branded items like water bottles, shirts, pens, etc. to customize these photos. Avoid using items with a year or feature that might date the images quickly.
- Manage the photo color palette and editing style to emphasize University branding and achieve a bright, true-to-life tone to your images.
- Tidy up the area - by removing water bottles, name tents, etc.

3.4b GUIDELINES AND BEST PRACTICES

PHOTO BEST PRACTICES BY SCENARIO

Documenting events and candid photos

- If hiring a freelancer to cover an event, coordinate coverage for the most lively part of the day. For a conference, forgo coverage of a dinner and focus on capturing participation in a team-building exercise or interactive discussions.
- Find a lively angle that shows faces and expressions.
- Don't be shy about getting close to the subject especially when the subject is in a group.
- Depending on image use, you might need participants to approve the use of their likeness in photos or marketing. Use the UNC photo release form.

Students and groups

The best group shots focus on two to fi e people. Provide a focal point for the image and try to make it dynamic with angles and a shallow depth of focus.

Tips for a better headshot

New and current faculty may contact marcom@kenan-fl gler.unc.edu to schedule a headshot. For all other headshot needs, use the tips below for your best image.

- Most phones are equipped with a quality camera.
- Avoid selfi s. Use a tripod or ask a friend to take your photo.
- Face a window for fl ttering, even light.
- Avoid using fl sh.
- Use a bare wall as your background.
- If outside, avoid distracting objects like a branch behind your subject's head.
- Avoid clothing in saturated colors, busy patterns or washed out tones. Carolina colors are always welcome!
- Avoid oversized or distracting jewelry.

3.4c POSING INSPIRATION

Arms crossed

Hands in front or back pockets

Hands together at hips

Walking

Sitting

3.4d LOCATION INSPIRATION

McColl international flags

McColl stairwell

Kenan Center meeting rooms

Capital Markets Lab

McColl first and second floor halls

Classrooms with windows

3.4e PITFALLS TO AVOID

Backs of heads

Dark rooms (find a window)

Lacking a subject of focus point

Bottles and name tents on desks

Photographing dinners

Distracting angles/crops

3.4f FINDING A PHOTOGRAPHER

PHOTOGRAPHY SERVICES OR EQUIPMENT RENTALS?

MarCom is able to offer photography for some strategic projects. When we can't meet your needs, we will provide guidance on hiring a photographer.

Contact marcom@kenan-fl gler.unc.edu to see if your photo needs might be covered. As spots are limited, a list of freelance photographers and videographers is available upon request.

UNC Kenan-Flagler does not provide equipment for student, staff or faculty use. A local camera store like Southeastern Camera can provide a rental.

HIRE A RECOMMENDED FREELANCER

1. Contact marcom@kenan-fl gler.unc.edu for a listing of freelance photographers.
2. When hiring a freelancer, consider length of coverage, use of photos and budget.
3. You will need to contact your financial se vices representative to determine if the photographer should be set up as an independent contractor.
4. Provide the freelancer with a photo shot list, this document and contact information for a member of the MarCom team (marcom@kenan-fl gler.unc.edu). Any questions regarding the use of campus grounds for photo shoots and photo consent forms are welcome.

3.5 VIDEO

3.5a Best practices

3.5b Video graphic standards

3.5a BEST PRACTICES FOR VIDEO

Videography is a powerful communications tool. It can engage and tell a story that will stick with someone long after being viewed. When strategically planned and well-produced, video can be one of the most effective ways to reach an audience.

It is important to use professional videography whenever possible. For assistance in locating a freelancer contact, marcom@kenan-fl gler.unc.edu.

TONE AND MOOD FOR UNIVERSITY VIDEOGRAPHY

UNC Kenan-Flagler videography should reinforce UNC Kenan-Flagler's friendly, open culture and academic excellence. Although subjects and stories will vary depending on the type of video being produced, all videos should refle t these core values of UNC Kenan-Flagler.

ESSENTIAL FOUNDATIONS FOR A GREAT VIDEO

Use a stable camera — A straight and stable shot will allow the viewer to focus on the subject and story instead of trying to correct the movement and/or angle of the camera to be balanced. For this reason, it can be advantageous to use a tripod during video shoots.

Record clear audio in a quiet setting — Noise interference can distract from the story being told as well as obscure the words of the speaker. Try to keep the background noise to a minimum, or non-existent, if possible, unless the noise helps to tell the story. Using a good mic is essential in video recording so that the viewer isn't distracted by background noises unrelated to the shoot. Clear audio is one of the most important aspects in keeping viewers engaged.

Keep the video short and concise — An ideal video length is typically less than two minutes. When considering its use on social media, cutting it to be about 30 to 45 seconds long is preferred.

3.5b VIDEO GRAPHIC STANDARDS

All videos should use our common styling for title blocks and the outro sequence.

Title block

Outro sequence

3.6 GRAPHIC DESIGN

3.6a Overview

3.6b Design examples

3.6a GRAPHIC DESIGN OVERVIEW

We aim for consistency across our marketing and communications materials. A crisp, clean look and feel makes a modern, organized and sophisticated statement and a common application of this look ensures that our brand is easily recognizable. With a unified xperience, we build trust and send a strong signal that helps build familiarity and trust.

KEY FEATURES OF OUR BRANDING

Commitment to a common typeface

An abundance of Carolina blue with navy as a supporting color

Solid blocks of color, straight lines, and a crisp grid

HEALTHCARE

Make an impact where it matters most.

The UNC Kenan-Flagler MBA program is a leader in healthcare education. The modern healthcare industry requires knowledgeable and effective business leaders with creative problem-solving and leadership skills. We're focused on developing students who are prepared to take on the difficult challenges in the healthcare industry. Students build knowledge in elective courses and co-curricular activities, entrepreneurial initiatives, and have opportunities to work with expertise across UNC's campus.

EDUCATIONAL RESOURCES

Center for the Business of Health (CBOH)
Leveraging the depth of health science expertise across UNC-Chapel Hill, the CBOH addresses key challenges in the healthcare industry through interdisciplinary research, teaching and innovative programs. The Center focuses on improving care delivery, paying for healthcare, and health innovation and entrepreneurship. In collaboration with UNC's top-ranked schools of medicine, pharmacy, public health, nursing, and dentistry, the Center has helped UNC Kenan-Flagler become a leading voice on education, research, and thought leadership in the business of healthcare.

"Carolina believes in collaboration in a way that not every university does. Healthcare is increasingly an interdisciplinary issue, and the real challenges facing healthcare are not going to be solved by any one person. As we figure out the science of how to do things better, there is an opportunity to improve health outcomes, reduce costs and improve access for more patients."

Brad Staats
Faculty Director, Center for the Business of Health

Healthcare Club
The active club provides resources and education that help students become insightful leaders in all healthcare disciplines. The club helps organize the annual UNC Business of Healthcare Conference and the Interdisciplinary Case Competition, coordinates company panels and career treks, and hosts networking events and educational sessions.

Healthcare Conference
One of the school's largest conferences, this event brings together over 500 academics, students, alumni and prominent healthcare leaders to discuss the most pressing issues facing all sectors of the industry.

EXPERIENTIAL LEARNING

National Case Competitions
UNC MBA students apply their knowledge and network with peers and professionals at national healthcare competitions.
- Business School Alliance for Health Management case competition.
- Other national events hosted by the UNC Kenan-Flagler Healthcare Club.

THE FUTURE OF HEALTHCARE
By 2030, one in five Americans will be over the age 65. The healthcare system will need to pivot to meet the challenges specific to aging.

STAR Healthcare
Students develop consulting skills for their careers in the business of healthcare through the STAR (Student Teams Achieving Results) program, working with real healthcare organizations to solve complex business problems. Recent STAR Healthcare partners include GlaxoSmithKline, Sharecare, Blue Cross NC, Optum and Viiv Healthcare.

SELECT COURSES OFFERED

- Challenge of Healthcare – A System Overview
- Design and Delivery of Healthcare Systems
- Global Healthcare
- Healthcare Analytics
- Healthcare Brand Plan
- Healthcare Consulting Projects
- Healthcare Global Immersion Elective
- Healthcare Marketing
- Health System Mergers and Strategic Transactions
- Regulations & Principles of Health Insurance
- Strategy and Value Creation for Life Science Companies

UNC KENAN-FLAGLER BUSINESS SCHOOL
Full-Time MBA

mba.unc.edu/healthcare
For more information: mba_info@unc.edu

Information sheets

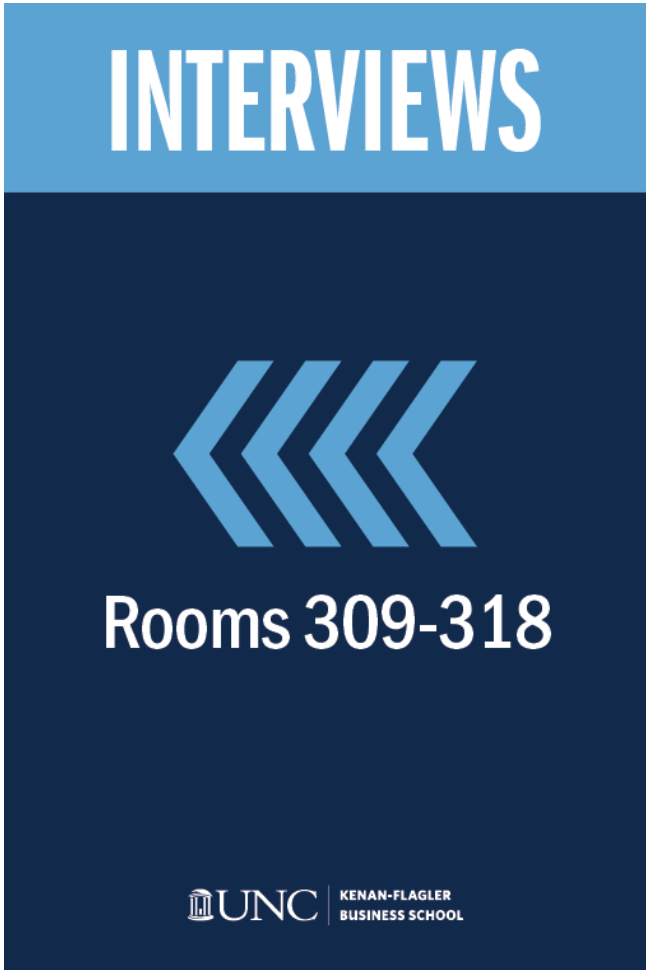
Dominant, expressive photography featuring people

Consistent use of common graphic conventions

3.6b GRAPHIC DESIGN EXAMPLES

Website

3.6b GRAPHIC DESIGN EXAMPLES



Signage

UNC KENAN-FLAGLER BUSINESS SCHOOL
Globally, 252 million women are entrepreneurs, and 153 million are operating established businesses.
(2018/2019 Women's Entrepreneurship Report)
International Women's Day
#BreakTheBias

Hallway monitors

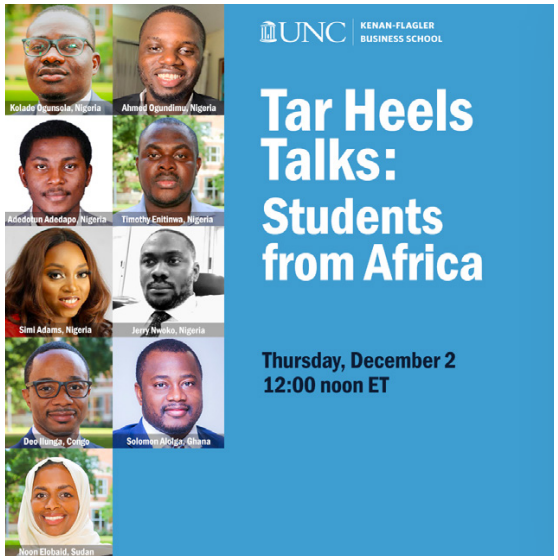
3.6b GRAPHIC DESIGN EXAMPLES

Branded merchandise

Videos

You are REQUIRED to use an approved UNC licensed vendor for all promotional products bearing the Kenan-Flagler Business School logo or any UNC registered trademark. Please refer to the UNC Trademarks and Licensing offi e for more information: https://licensing.unc.edu/

3.6b GRAPHIC DESIGN EXAMPLES



Social Media graphics

eFlyers

4.1 EDITORIAL STANDARDS AND STYLE

We developed these editorial guidelines to use when writing about UNC Kenan-Flagler. Our goals are consistency and clarity, which help unify our messages and are important parts of building our brand. We follow Associated Press style, but make some exceptions, which are noted here.

THE SCHOOL'S NAME

Please **do not use KFBS** in any external, marketing and formal communication, including articles, website copy, emails, graphics, presentations, social media posts and School documents. Using our name in the ways described below helps us build brand awareness.

In the fi st, formal reference of the business school name use **the University of North Carolina Kenan-Flagler Business School**.

Students graduated from the University of North Carolina Kenan-Flagler Business School.

For a short version use **UNC Kenan-Flagler Business School**. Do not use "the" in this version.

The graduation ceremony for UNC Kenan-Flagler Business School students was held at the Dean E. Smith Center.

Subsequent uses: **UNC Kenan-Flagler**

In our own website, documents, newsletters, etc., you also can use: **the Business School** and **the School**.

THE UNIVERSITY'S NAME

First use:	*the University of North Carolina at Chapel Hill*
Subsequent references:	*UNC-Chapel Hill or Carolina or the University*
For websites:	*UNC-Chapel Hill or Carolina*

PROGRAMS AND DEGREES

Our program names	Degree	Abbreviation
Undergraduate Business Program	BSBA	UBP
Master of Accounting Program	MAC	MAC
Charlotte Executive MBA Program	MBA	
Evening Executive MBA Program	MBA	
Full-Time MBA Program	MBA	
MBA@UNC or Online MBA	MBA	
Weekend Executive MBA Program	MBA	
PhD Program	PhD	
UNC Executive Development		

- Use the program's full name in the fi st reference. Use the abbreviation/ short version in second references if you would like to.
- We do not use periods in degrees.
- The MAC Program is offered in two formats: on-campus and online. We don't use the "online MAC Program."
- For MBA@UNC, we don't use "program" after the name.

4.1 EDITORIAL STANDARDS AND STYLE

CONCENTRATIONS

The MBA and MAC Programs have concentrations. The UBP has areas of emphasis (AOE).

Capitalize the concentration and area of emphasis as you would a proper name, such as the *Energy Concentration*. Only capitalize when using as part of the proper name.

AREAS/PROGRAMS/UNITS

Use lowercase except for words that are proper nouns or adjectives.

The political science department vs. the Department of Political Science

When using a list of schools or units together, use lowercase.

Established with the schools of medicine, pharmacy and public health, the new program welcomes graduate and undergraduate students.

OUR FACULTY AREAS

- Accounting
- Finance
- Marketing
- Management and Corporate Communication
- Operations
- Organizational Behavior
- Strategy and Entrepreneurship

Only capitalize “area” when using it as part of the proper name.

INSTITUTE NAME

On the fi st, formal reference, use **Frank Hawkins Kenan Institute of Private Enterprise**.

- The acceptable shorter version is the **Kenan Institute of Private Enterprise**.
- Don’t just use the “Kenan Institute” as there are other Kenan Institutes at other universities (although there can be exceptions within our website or our documents). Use “institute” in lower case.
- Do not use “KIPE.”

4.1 EDITORIAL STANDARDS AND STYLE

CENTER NAMES

- Ackerman Center for Excellence in Sustainability
- Center for the Business of Health
- Center for Excellence in Investment Management
- Energy Center
- Family Enterprise Center
- Institute for Private Capital
- Leonard W. Wood Center for Real Estate Studies
- NCGrowth
- Rethinc. Labs
- UNC Tax Center
- Urban Investment Strategies Center
- Wells Fargo Center for Corporate Finance

Use the center's full name in the fi st reference.

The Leonard W. Wood Center for Real Estate Studies brings industry leaders together for a lively discussion of real estate trends.

Use "center" as lowercase, but we recommend using a short version of your center's name instead of "the center" to build name recognition.

The Wood Center leverages innovative programming to prepare graduates for real estate positions in nearly every corner of the industry.

ALUMNI

Identify all alumni with their class year. Note the direction of the apostrophe.

Mary Smith (BSBA '93)

Use MBA for all programs regardless of the program they attended.

CAPITALIZATION

Capitalize only the fi st word and proper nouns in headlines/subheads in articles and on the website. Exceptions can be made for paid-search ads.

Do not capitalize people's titles or business-unit names in articles.

- Exceptions: Capitalize titles in lists and charts, and capitalize titles used before a person's name.

PERIODS

Use a period only with full sentences in articles and website headlines.

- Exceptions can be made in paid-search ads.
- Do not use periods/punctuations in buttons (which are all caps).

4.1 EDITORIAL STANDARDS AND STYLE

COMMAS

Clarity for the reader is the goal.

- If a comma does not help make clear what is being said, don't use it.
- If omitting a comma could lead to confusion or misinterpretation, use the comma.
- In a series, use commas to separate elements, but do not put a comma before "and" or "or."

  The flag is red, white and blue.

  He would nominate Tom, Susan, Zoe or Jeannette.

TITLES

Books/media

For books, movies, plays, poems, albums, songs, operas, radio and TV programs, lectures, speeches and works of art, use quotation marks around the names.

For journals, newspapers and magazines, use italics.

Lowercase "magazine" and "the" unless they are part of the publication's formal title, such as *The Wall Street Journal* and *The New York Times*. When in doubt, check the masthead.

Company units/job titles

Do not capitalize people's titles or business-unit names in articles.

Joan Doe is president of global enterprises for FedEx.

Exceptions: Capitalize titles in lists and charts and titles titles used before a person's name.

Chancellor Kevin Guskiewicz welcomed guests to Alumni Weekend.

Do not precede a name with a long title.

Instead of: *Dalton McMichael Distinguished Professor of Finance Jennifer Conrad spoke at the conference*.

Use: *Jennifer Conrad, Dalton McMichael Distinguished Professor of Finance, spoke at the conference*.

Ideally use academic titles after a name. Do not capitalize them.

Mary Margaret Frank, dean of UNC Kenan-Flagler, welcomed students to orientation.

Exceptions: The names of endowed professorships on fi st reference; use them after professor's name. Capitalize all of the words in the proper title of the professorship.

Jennifer Conrad, Dalton McMichael Distinguished Professor of Finance, spoke at the reception.

- Use *chair* instead of *chairman* or *chairwoman*.
- Use *first-year student* instead of *freshman*.

4.1 EDITORIAL STANDARDS AND STYLE

BUILDINGS/CAMPUSES

- Charlotte Campus
- Kenan Center
- McColl Building
- Rizzo Center
- Steven D. Bell Hall

U.S. CITIES AND STATES

Use a comma between the city and the state name, and another comma after the state name, unless ending a sentence.

He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico.

Spell out state names in the body of a story.

Do not abbreviate these eight state names:

Alaska	Maine
Hawaii	Ohio
Idaho	Texas
Iowa	Utah

Use abbreviations (with the exception of the eight states noted on the left) for event calendars, invitations, graphics when space is limited.

Ala.	Md.	N.D.
Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.
Calif.	Minn.	Pa.
Colo.	Miss.	R.I.
Conn.	Mo.	S.C.
Del.	Mont.	S.D.
Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.
Ind.	N.J.	Wash.
Kan.	N.M.	W.Va.
Ky.	N.Y.	Wis.
La.	N.C.	Wyo.

When using Washington, D.C. in a sentence, use it with a comma.

The event will be held in Washington, D.C., at the company headquarters.

United States: Use U.S. as a noun or adjective with periods for the United States.

4.1 EDITORIAL STANDARDS AND STYLE

DATES AND TIME

When you use a month and date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May, June and July.

Spell out the month when you use it alone or with just a year.

January 2016 was a cold month.

When a phrase refers to a month, day and year, set off the year with commas.

Feb. 14, 2013, was the target date.

Separate the day of the week and the date.

She testified that it was Friday, Dec. 3, when the crash occurred.

Use an s without an apostrophe to indicate spans of decades or centuries.

the 1890s, the 1800s

Years are an exception to the rule not to start a sentence with a numeral.

2013 was a very good year.

Use periods with a.m. and p.m. in sentences, and use ET vs EST.

The event starts at 2 p.m. ET.

Exception: Ads, lists, event listings where space is at a premium.

2 pm ET

Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m.,

- Time range: *9-11 a.m.* *9 a.m. to 5 p.m.*
- Date range: *July 5-30*
- Do not use “th” after a date.

  July 5 not July 5th.

SEASONS

Use lowercase fall, winter, spring and summer unless part of a formal name.

fall semester, spring, Summer School, Winter Commencement

NUMBERS

Spell out one through nine.

He had three months to go before she defended her dissertation.

Use figu es for 10 or above preceding a unit of measure or referring to ages.

They worked together for 19 years.

Lori is a 6-year-old girl.

Use hyphens for ages used as adjectives before a noun or as substitutes for a noun.

A 5-year-old boy ….

The boy is 5 years old.

The boy, 5, has a sister, 10.

4.1 EDITORIAL STANDARDS AND STYLE

AND/AMPERSAND

Use “and” instead of “&.”

Exceptions: Use & when spacing is limited and in proper names.

USEFUL UNIVERSITY STYLE GUIDELINES

Carolina Blue: Capitalize both words.
Old Well: Do not capitalize “the” in the Old Well.
Tar Heels: Two words, both are capitalized. Informally, Heels can stand alone, such as “Go Heels!”

University of North Carolina System: Refers to the 17-campus University of North Carolina System, which is governed by the UNC Board of Governors. The University of North Carolina is preferred for formal uses. The University of North Carolina System is for informal uses. The UNC System is acceptable on subsequent references. Always capitalize System. Refer to northcarolina.edu/About-Our-System.

Dean E. Smith Center: Use Dean E. Smith Center on fi st reference and Smith Center on subsequent references. The Smith Center is popularly known as the Dean Dome but don’t use for website content or news releases.

UNC Health: The not-for-profit in egrated health care system, owned by the State of North Carolina and based in Chapel Hill, exists to further the teaching mission of the University and provide state-of-the-art patient care. Refer to unchealthcare.org/site/aboutus.

UNC Medical Center: The public academic medical center was established in 1952 under the name N.C. Memorial to provide patient care, educate healthcare professionals and advance medical research in partnership with the UNC School of Medicine. The medical center is composed of N.C. Memorial Hospital, N.C. Children’s Hospital, N.C. Neurosciences Hospital and N.C. Women’s Hospital.

4.2 SOCIAL MEDIA

HOW WE USE SOCIAL MEDIA

Our fl gship social media channels support the unique brand of UNC Kenan-Flagler by showcasing the School's programs, culture, expertise and people.

Our primary hashtag is:
#KenanFlagler

OUR CONTENT VOICE

- Refle ts UNC Kenan-Flagler core values, brand positioning and strategic priorities
- Uses a warm, conversational and inclusive tone
- Informs and adds value for our audience

PLATFORM POST SIZES

Use the following dimensions for content:

- 1080X1350 for Instagram
- 1080X1080 for Facebook and LinkedIn
- 1080X1920 for stories and vertical video content

OUR OFFICIAL CHANNELS

UNC Kenan-Flagler Business School
@unckenanfl gler
@kenanfl gler
UNC Kenan-Flagler Business School
UNC Kenan-Flagler Business School

SOCIAL MEDIA POLICY

Consult with MarCom (marcom@kenan-fagler.unc.edu) before you create a UNC Kenan-Flagler social media account. We will collaborate with you on best practices and tools, such as posting frequency and graphic sizes.

When representing UNC Kenan-Flagler:

- Tag the fl gship accounts wherever possible.
- Do not use "KFBS" when describing the School.
- Include "UNC" or "KenanFlagler" in all page and account names and use a branded logo as the profile im ge.
- Follow accessibility guidelines set by the University.

RESOURCES

Our design elements provide a powerful set of tools for conveying the unique brand that is only UNC Kenan-Flagler. They set the stage for storytelling and allow you to instantly establish a connection to our brand.

These resources include:

- For access to UNC Kenan-Flagler logos, contact marcom@kenan-fl_gler.unc.edu.
- For UNC Adobe Enterprise account holders, link to Franklin Gothic URW.
  https://fonts.adobe.com/fonts/franklin-gothic-urw
- Website accessibility resource:
  https://identity.unc.edu/content/websites/
- Link to generic campus photos for use with UNC Kenan-Flagler related materials: 1920X1080
  https://www.flickr.com/photos/unckenanflagler/albums/72177720296428005 1440X1080
  https://www.flickr.com/photos/unckenanflagler/albums/72177720296426337 720X910
  https://www.flickr.com/photos/unckenanflagler/albums/72177720298115208
- UNC Kenan-Flagler PowerPoint template
- Other templates:
  Email signature and instructions
  Letterhead template
  Word template (standard)
  Word template (alternate)
- Link to UNC Trademarks and Licensing website:
  https://licensing.unc.edu/